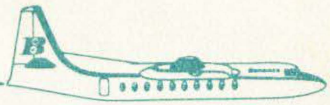
THE BIG B



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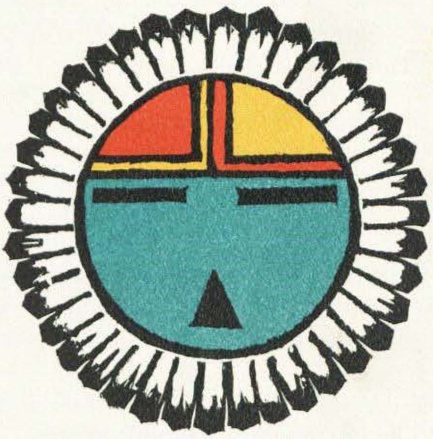

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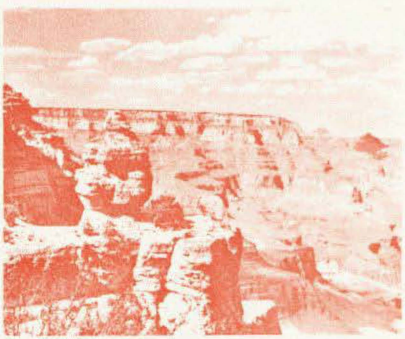

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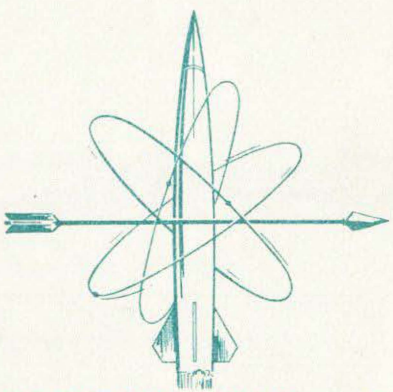

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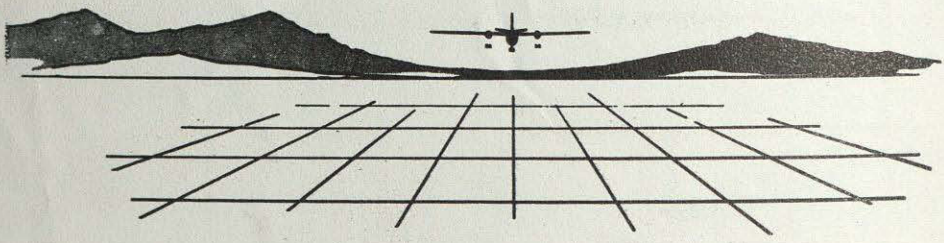
The Great Southwest



THE BIG B
MIDSUMMER ISSUE

☆ TOKENS OF THE GREAT SOUTHWEST ☆

Anthropological findings have established that man has been inhabiting the southwestern section of the United States for at least some fifteen hundred to four thousand years, and recent discoveries indicate that the aboriginals may have been living in the region for as long as twenty-five thousand years. These early peoples were, for the most part, peaceful nomads or sedentary farmers whose cultures had changed very little over the centuries. The white man did not appear on the scene until around the sixteenth century. But although he arrived late, he soon made up for his absence during those several thousand years. He immediately informed the Indian that original possession of the land did not constitute nine points of the law. And thereupon, he confiscated much of the territory and set himself up as the rightful ruler of the aboriginals.

The often-told story of the struggle that ensued between the Indian and the white man is, in many ways, a blot on the record of the intruder. But whatever his faults, the white man brought progress to an area that had been standing still for centuries . . . a progress so dynamic that the evolution from wooden cart to jet-powered aircraft required only four hundred years.

The story of the growth of the great southwest is a fascinating one, but much too long to tell in a few pages. We have therefore taken the liberty of choosing three areas to represent the region's history, "The Magnificent Chasm" — epitome of the natural wonders of the southwest, "Yavapai and The Smoki" — typifying the days of the wild, wild west and the lore of the aboriginals, and "From Arrows to Atoms" — exemplifying the story of the southwest's progress from the time of the Conquistadores to modern America.

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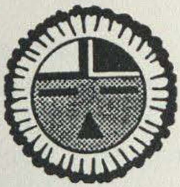


☆ TOKENS OF THE GREAT SOUTHWEST ☆

Yavapai And The Smoki

Introduction: The story of Yavapai and the Smoki revolves around Prescott, Arizona, for Yavapai is a county, Prescott is the county seat, and the Smoki are a "tribe" of Prescott men and their wives who believe in the preservation of Indian lore as an important factor in the history of the great Southwest.

Yavapai has been called the mother of Arizona counties because from it were created eight other counties. Originally covering 85,000 square miles, Yavapai has been reduced to 8,150. But in losing its size, the mother county lost none of its varient natural beauty. Within its boundaries one may see desert forests of joshua, mountain forests of pine, willow trees in the rich valley lands, and cacti growing on the rocky hills of canyon country. And in the center of all this is Prescott, one of the Southwest's most industrious small cities — bustling, but unharried — a town that has been able to keep in step with the modern pace while retaining that atmosphere of unruffled composure which is so often lost under the pressures of modern life.

In contrast to its early days of isolation, Prescott is now served by nine highway carriers, a railroad, and two scheduled airlines. The Municipal Airport, located seven miles from the downtown area, receives eight scheduled daily flights.

Settled for the most part by Easterners and Middle-Westerners of Anglo-Saxon extraction, Prescott reflects its background in the architecture of its buildings. The first homes were built of logs, rather than the adobe of so many Southwest towns. Later houses were of frame, with cupola towers adorning them.

Prescott was born of gold and the Civil War. Comparatively, it is a novice in the history of the great Southwest, but whatever is lacking in years, is more than compensated by its vigorous beginnings.

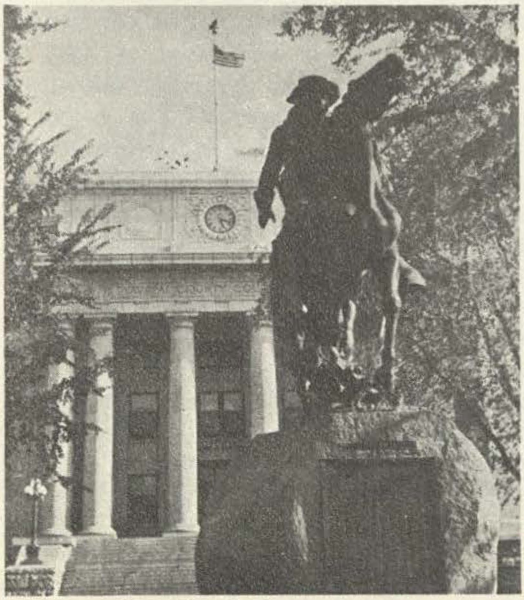
The Smoki are even newer to the Southwest, being organized in 1921. In a short thirty years the "tribe" has been responsible for creating an active interest in the cultures of the Southwest aborigines, and has restored and preserved many of the artifacts of the prehistoric dwellers of the great Southwest.

* * *

Prescott from the air.
—Dick Carter Photo.

Yavapai

The Hohokam (meaning the people who have vanished) probably were the first settlers in Yavapai. It appears that they were in the area as early as 700 AD. However, for some reason, these early Indians deserted the region, leaving it to the Yavapai and Hualapai who arrived in the fifteenth century. Early Spanish explorers visited the region but did



The courthouse and Bucky O'Neill.

Photo courtesy
Prescott Chamber of Commerce.

not remain for any length of time. About 1600 the Apache came into the territory, attacking the Yavapai and the Hualapai, but they were never able to completely drive out the incumbents, and the three groups more or less grudgingly shared the land.

Although the Spaniards did not seem to find Yavapai country interesting enough to stay them, American trappers and explorers felt differently. One of these was Pauline Weaver. He liked the country so well that he took possession of a quarter section of land on the Hassayampa River. He was living on Granite Creek, near the site that was to be Prescott, when Capt. Joe Walker of the Confederate Army led thirty-five men into the wilds near the head waters of the Hassayampa. Some of Walker's party found gold in what is now Lynx Creek — and the gold rush was on.

Meanwhile, the Territory of Arizona had been created by Congress, and a delegation, headed by John C. Goodwin of Maine, set out to seek Tucson, the designated capital of the territory. Goodwin, pursuing a northerly route, prematurely proclaimed the organization of Arizona at Navajo Springs and then moved on to Fort Whipple in the Chino Valley.

But it was rumored that over at Granite Creek prospectors were digging fortunes of as much as $5000 a day. Consequently the seat of the territorial government — and Fort Whipple — were moved to more lucrative surroundings. However, Granite Creek did not seem like a dignified name for the territorial capital, so the new town was named Prescott, in honor of an historian of the times — William Hickling Prescott. It was also decided to name all of the north and south streets after characters in one of Prescott's books, "The Conquest of Mexico".

On May 30, 1864, Prescott was officially born, and lots were sold at public auction. The first structure was a log cabin, dubbed Fort Misery, the home and offices of Prescott's lawyer, John Howard. Fort Misery has been restored, along with the Governor's Mansion, at Sharlot Museum in Prescott.

Before long, there was a newspaper (the Arizona Miner), a saloon, and a hotel-restaurant. The Governor's Mansion was completed in the fall of the year and became the center of community and social life. Pauline Weaver, Prescott's first lonely citizen, now had plenty of company.

Mining may have been the first industry, but the fertile lands around Prescott soon drew farmers and ranchers to the area. In years to come, the miners would find the earth becoming reluctant to provide for them, while the ranchers and farmers continued to prosper, for Prescott was growing and needed a large food supply for its citizens, as well as its military personnel at Fort Whipple.

Jurisdictional proceedings in the early days were as robust as one could want. The first court was presided over by Dr. James Garvin; the first case, disposition of the ownership of a mule. Another case concerned a battle over water rights in which the defendants and the plaintiffs engaged in a fight-for-life skirmish in the courtroom, amidst a

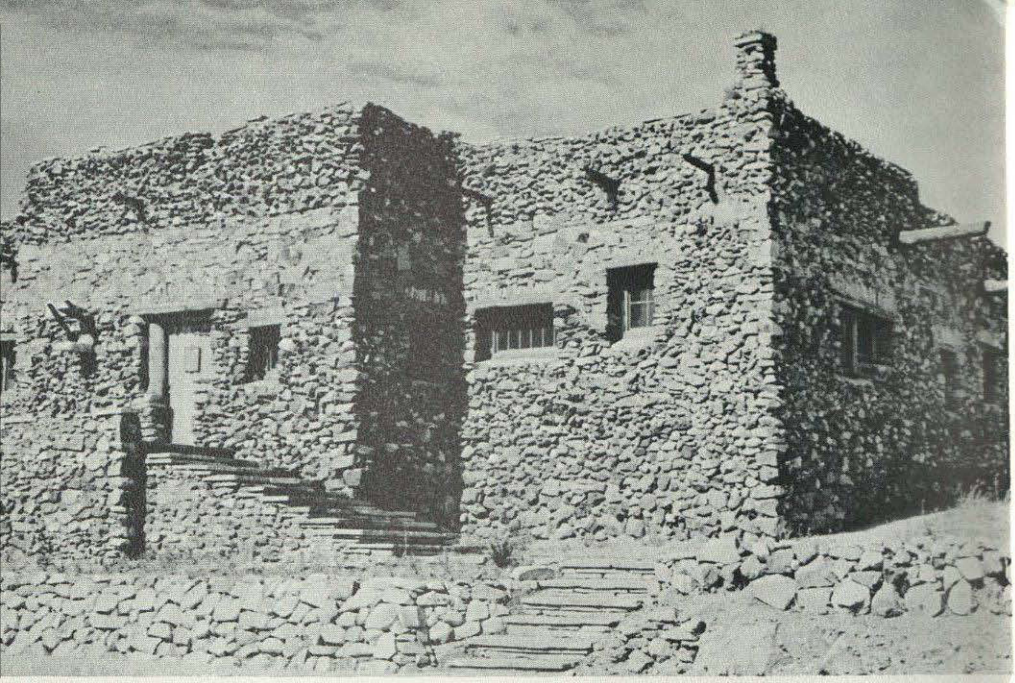
bedlam of flying inkwells and confused shouting of spectators.

Many are the tales of wild, wild Prescott, with its Whiskey Row, its gambling tables and its inscribed invitations to witness hangings. But the town continued to grow — in between attacks by Apaches — and "decent citizens" from the East and Middle-West learned to call it home.

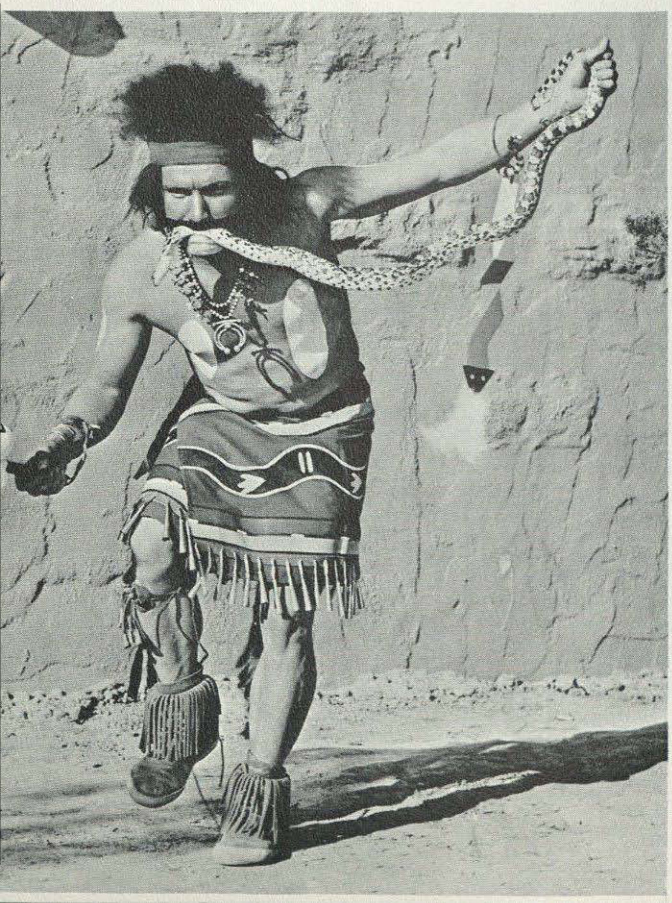
Tucson, however, was not sitting still over the injustice of being fortuitously denied its rightful place as the capital of Arizona, and in 1867, managed to swing the vote at the convention of the territorial legislature. The capital was moved south. There followed ten years of political maneuvering, until Prescott once again became the territorial capital, a position it held until 1889 when Phoenix was designated as the capital for the new State of Arizona.

Eleven years after losing its position as the seat of Arizona government, Prescott suffered another blow. The Big Fire of 1900 destroyed the entire downtown section, many homes, and — heaven forbid — every saloon on Whiskey Row. As if this weren't enough, seven years later the state legislature abolished legalized gambling, and Prescott, the gambling capital (if not the state capital) of Arizona, found one of its largest sources of income outlawed.

But Prescott was made of sturdy stock, and, in spite of its wounds, remained an active little town. Time progressed through the first half of the 1900s; Prescott strolled along with the times. And then, with the quickening pace of the 1950s, the town fell in with the double-time step. Recognizing that the basis for economic stability and progress exists in the expansion of old businesses and the creation of new ones, the City's Industrial Committee, after a nation-wide study, formed the Prescott



The Smoki Museum at Smoki Mesa.
—All photos and drawings courtesy of the Smoki People.



Smoki Snake Dancer.

—Photo by Dick Carter.

Foundation for Industrial Development. A profit corporation, the foundation was incorporated in 1954, with the original stockholders numbering 250 Prescott citizens. The foundation used its funds for the promotion of, and investment in, new industries desiring to locate in Prescott. The first new firm was a small clothing factory, employing 100 people. The foundation has seen great success with the program. Other new industries were established, and Prescott's economy began to boom. To be sure, it was a small boom when compared with those of the metropolises. But when viewed in relation to other communities in similar sparsely populated sections, it was a magnificent boom.

As a matter of fact, Prescott's growth in six years has been phenomenal. The population in 1954 was 6,700, and had averaged an annual increase of only sixty persons for two decades. The estimated census for 1959 was 16,500, an increase of 9,800 citizens in five years, or an average of 1,960 new citizens per year!

Other cities have been so impressed with the results of Prescott's industrial development program that it has been used as a model plan for attracting new industries into their own areas.

Since its re-awakening in 1954, Prescott has achieved such honors as being named the twenty-second city in the National Municipal League's All-American City Contest, and receiving the Necchi Foundation Award for having the outstanding community project in Arizona. The award was in recognition of the Yavapai County Youth Center which was financed and *built by* the members of 48 civic and service groups.

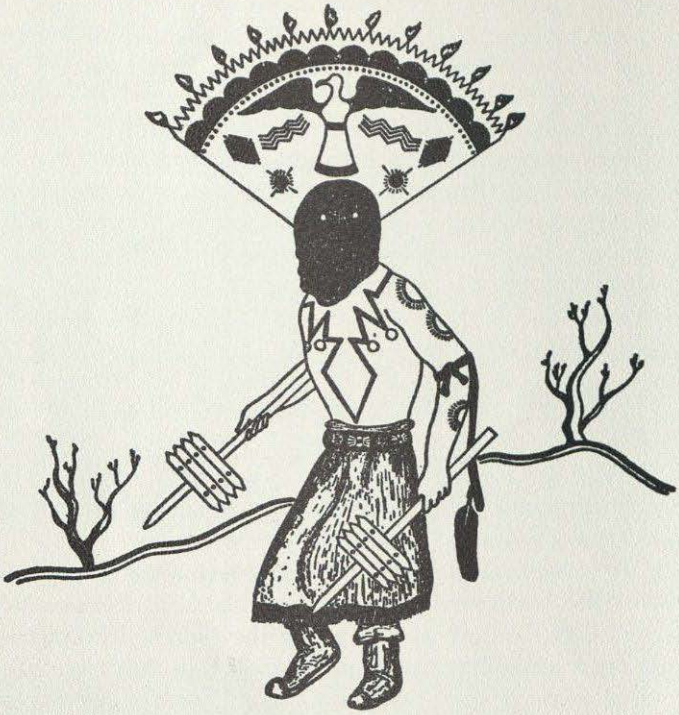
Although Prescott has "gone modern" in its thinking and doing, it has retained much of its appeal as a frontier (though no longer boisterous) town. Old Fort Whipple is now the Whipple Veterans' Hospital; Whiskey Row is no longer the scene of gunfights, but Bucky O'Neill sits astride his horse in front of the old county courthouse — a monument in bronze to the Roughriders, and Sharlot Museum holds many treasures of Prescott's younger days. Residents are proud of their city's history, and have made every attempt to perpetuate it.

In 1888, Prescott was the scene of the nation's first rodeo, an event that has been held each year since, as the highlight of the city's Frontier Days celebration on the Fourth of July.

One year, someone came up with the idea of presenting a burlesque called "Way Out West", as one of the features of the rodeo, which brings us to:

The Smoki

On the program was a comic version of the Hopi Snake Dance. It was the intention of the dancers to use rubber snakes, but to their dismay, they could not find a supplier, and the thought of handling real, live snakes chilled even the most courageous of them. But a couple of cowmen caught a few bullsnakes and persuaded the dancers to take them in their hands. As happens with the previously uninitiated, the dancers were



Apache Devil Dancer.

surprised to find that the "Little Brothers" were warm and dry, and not at all cold and slick as they appeared. Since that first year, the Bullsnake has played the lead role in the Smoki Snake Dance — some sixty-five to seventy used by the fifty dancers who perform the now famous ritual. Each year the snakes are gathered from the surrounding area, and released again after the show is over, though some attempt is being made to keep some of the larger ones from one year to the next. All the "Little Brothers" used in the show are at least four feet long — some of them as long as seven feet and big around as a man's wrist.

The first years of the snake dance, performers were truly wild and wooly — lots of horseplay and ad libbing. But somewhere along the line, the rhythm of the tom tom and the chanting, or maybe it was the mystery surrounding the American Indian, got into the blood of a few who proposed that the group make a serious attempt to reproduce the vanishing dances and rituals. Soon after this, the organization branched out on its own, made a serious study of the Indian ceremonials, and then presented its own pageant — apart from the rodeo.

For many years the ceremonials were held on a Sunday afternoon in June. However, many of the dances included prayers for rain — and it seemed that all too often the prayers were answered during the pageant!

Buffalo Dancer.

So the date was changed to either the first or second Saturday evening in August, a month considered to be a little drier. The date is always as near the dark of the moon as possible, and the evening performance permits the shifting of scenery and more effective production of magical manifestations.

The feature of the setting is an impressive pueblo, in a busy village. Many squaws are preparing food for the braves and papooses in the village. Costumes of all tribes are seen mingling in friendly companionship. As twilight falls, sand-painters emerge from the pueblo to place upon the ground their mystic symbols which tell the story of the ceremonials to follow.

Each year, in addition to the Snake Dance, four or five ceremonials are presented. All of these dances are authentic reproductions of those performed by the American Indian. New and different dances are selected each year, unless occasionally, due to popular demand, one of the most outstanding may be repeated.

In preparation, months are devoted to research from the extensive library of Indian history possessed by the Smoki; several weeks are spent in practicing the intricate dances and chants; many hours go into the creation of the elaborate costumes. Every detail of the pageant is thor-

oughly scrutinized before the annual one night show, to bring the performance as near perfect as possible.

Many of the ceremonials contain a great deal of magic. The Smoki have burned dancers at the stake, brought spirits out of fire and water, created full-sized rainbows, produced thunder and lightning, but to name a few.

Since its founding in 1920, the Smoki has had some 800 members over the years, of which about 350 are active today. The tribe is governed by an elected chief and council, selected each year by the members. Traditionally, the braves and squaws remain publicly anonymous, however, each chief is given an Indian name — this year he is Gray Fox. At the annual meeting new applicants for membership are considered, and those accepted become "Renegades" and must work with the organization for two years before being made a "Brave". A Brave's wife may then make application to be a "Squaw", but she too, must work two years to gain full membership.

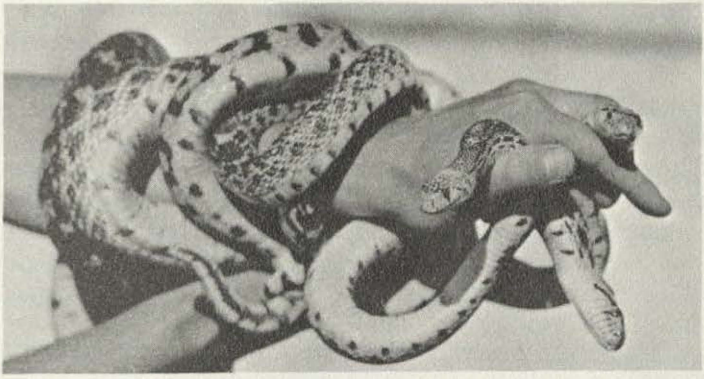
Throughout the year, several social functions are held by the organization in their own building, a replica of an early day Hopi pueblo that was constructed by the members themselves in 1930. The tribe also owns and operates a museum which is fast becoming as famous as the pageant. Thousands tour the museum each year to see closely the artifacts of prehistoric peoples who dwelt near Prescott hundreds of years ago. The two pueblos stand on what is referred to in Prescott as Smoki Mesa.

All members of Smoki bear a tatoo on the outside edge of their left hands, which resembles a snake bite like this . . . . When the brave has served on the council, a half crescent is added like this . . . .) The chief wears a full crescent like this . . . .)

The Smoki Ceremonials will be held this year on the thirteenth of August, in the tribe's 5500 all-reserved-seat stadium. The funds from the sale of tickets, which are priced from $1.50 to $3.50, are used to produce the pageant, for the maintenance of Smoki Mesa, and for the restoration and preservation of the relics of early Indian culture.

The Shallako Dance.

Navajo Hoop Dancer.



The Little Brothers. —Photo by Leroy Eslow.

The pageant this year will include:

Canoe Dance — A spirit from the underworld appears out of the mists by canoe, bearing tidings that the tribe is looked upon in favor by the gods, assuring good crops, fine hunting, and general happiness.

The Spider Woman, of Hopi origin — This ceremonial is linked to the mythology of the Snake Dance. A young brave is sent down the Colorado into the underworld to find the supreme being, the Spider Woman, who resides there. The Spider Woman gives him several snakes and instructs him to return to his tribe. The snakes are transformed into dancers, one of whom is a beautiful princess who weds the young brave.

Hopi Home Dance, or Niman Ceremony — A prayer for rain, in this case, the clashing summer downpours necessary to bring the growing crops to maturity. The dancers are transformed into beautifully costumed Kachinas who carry the tribe's message to the Spirits.

Basket Dance, or Lalkonti (hail) — A dance of the Rio Grande

(Continued on page 33)

☆ TOKENS OF THE GREAT SOUTHWEST ☆

From Arrows to Atoms

Introduction: This is the tale of a Southwest metropolis — a tale that began with the Pueblo Indians of 400 or 500 AD who lived in the age of the arrow, and has progressed to modern America and the atomic age.

The fastest growing town in the country during the 1940s, Albuquerque, New Mexico, has maintained an outstanding record of population uptrend through the '50s. The recent release of the official preliminary report from the U. S. Census Bureau states that Albuquerque proper gained 102,041 people in ten years — a percentage increase over 1950 of more than 100 per cent. Bernalillo County — the smallest in the state and comprised almost entirely of the Albuquerque Metropolitan Area — has been recorded as inhabited by 260,318 persons. Of these, 198,856 reside within the city's boundaries. At its present rate of growth, Albuquerque is expected to have a population of from 500,000 to 750,000 by 1970.

As a major distribution center for goods and services, Albuquerque has always been transportation conscious, and, since the coming of the

Coronado's meeting with the Pueblos. Permission to reprint the painting by Willard Andrews through the courtesy of the Albuquerque Chamber of Commerce.

railroad, has been a strong supporter of all types of common carriers. So it was only natural that, with the advent of the air-age, Albuquerque's airport should become one of the ten busiest terminals in the United States. Presently, Albuquerque's some 200,000 residents are served by 68 scheduled daily flights which link the community to many cities throughout the nation.

The Pueblo peoples rarely ventured outside the Rio Grande valley, but modern-day Albuquerque is interested in ever-incrasing contacts with other communities, near and far. And as Albuquerque grows — so also grows the airline industry. For Albuquerque is an air-minded metropolis.

* * *

Coronado y Los Pueblos

In 1540, as Francisco Vasquez de Coronado descended the Sandia Mountains into the valley of the Rio Grande, he came upon a group of farmers cultivating their crops with wooden sticks and stone hoes. Near the fields was a village of adobe houses. In the village courtyard, pottery makers worked, women crouched before grain bowls, grinding corn with stone metates, and bowmen were returning from the hunt with deer and antelope. Coronado had met the Rio Grande Pueblo peoples who had been dwelling in the Province of Tiguex for over one thousand years.

Taking quarters at the pueblo Alcanfor, Coronado remained in Tiguex until the spring of 1542. After his departure, others from the European Continent may have visited the Pueblos, but it was not until a half-century later that the friars, the soldier-settlers, and their families arrived to teach the Indians the ways of "civilized men". For nearly a hundred years the Pueblos lived under the white man's rule. Then in August, 1680, no longer able to tolerate the Spaniards' tyranny, the Pueblos rebelled and overthrew the Conquistadores. The next twelve years New Mexico was under Indian rule, until the army of Don Diego de Vargas recaptured the Province.

Vargas colonized the Rio Abajo (river valley) with seventy families, one hundred soldiers, and seventeen Franciscan priests. Some of the Spaniards who had been driven out by the Pueblos returned to reclaim their lands. But this time the Spaniards, having learned the error of attempting to force conversion on the Pueblo, allowed the Indian to retain his ancient customs. On the other hand, the Pueblo did adopt many of the Christian beliefs and rites, and he integrated them into his own mores, developing a unique culture of his own. The inhabitants of the Kingdom of New Mexico had at least settled down to peaceful cohabitation.

Cuervo y Villa Albuquerque

In 1706, Don Francisco Cuervo y Valdez, then Governor of the Kingdom of New Mexico, established the Villa de San Francisco Xaviar

Governor Cuervo proclaiming the founding of Albuquerque. —From a mural painting by J. R. Willis, in the Court Cafe, Albuquerque.

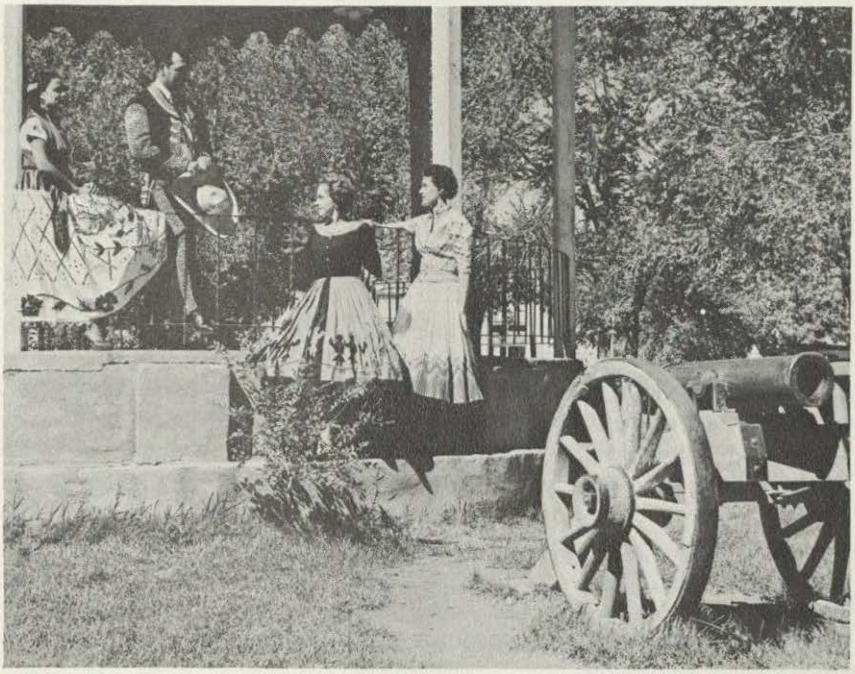
de Albuquerque in honor of Don Francisco de la Cueva, Duque of Albuquerque, who was Viceroy of New Spain. The Duke, in turn, rechristened the town San Felipe de Alburquerque, commemorating King Philip V of Spain, as well as himself. Through the years, the town's name has been shortened to just one word — and that word has had an "r" removed — to bring about the present appellation "Albuquerque".

The villa was founded in the center of what had been Tiguex Province. Thirty-five families, most of them from nearby villas and haciendas, were the charter citizens. As was the custom, the villa was built around a plaza, flanked on the north by the church of San Felipe de Neri, and on the east, west and south by casas and shops. The architecture, of course, was Spanish Colonial, and the buildings were constructed of adobe brick.

Surrounding the villa were many large estates, planted in orchards and gardens, with spacious haciendas resting in the shade of giant cottonwoods. In the Sandia Mountains sheep were raised for food and cloth.

The people were dignified, aristocratic farmers, leading quiet lives, whose nucleus was the church. The rich differed from the poor only in the number of possessions they had acquired — never in the quality of those possessions.

Official church records indicate that the first native citizen of Albuquerque was Francisca Garcia, born June 21st, 1706, to Tomas Garcia and Maria Lopez. (Spanish tradition held that women should retain their maiden names after marriage.) From then on, the population increased, for families were large. Gradually, residents began to move out from the villa into neighboring settlements of the Rio Abajo, and Albuquerque stretched to the jurisdictional limits of the pueblos, Tome and Isleta. In 1802, the villa proper had some 250 adults (and, we presume, many, many



Old Town Plaza. —Photo by Harvey Caplin.

children). The ten peripheral plazas had 313 citizens.

Unlike most of the early western colonies, Albuquerque suffered very little from marauding hostile Indians. A small garrison of soldiers — a dozen or less — was all that was needed for the protection of the people. The largest massacre reported took the lives of only ten men and one woman. Albuquerque lived leisurely on. Migration had not yet begun, and in its first century, the villa was just a night-stop on the El Camino Real (The King's Highway).

Entonces Vinieron Los Yanques

Then, in 1846, war was declared between the United States and Mexico. American soldiers moved in and Albuquerque became an important Army quartermaster center. In the 1850s various government survey and exploration parties visited the town. During the Civil War, first Confederate, then Union troops attempted to take the territory around the villa. But Albuquerque had no interest in the fight between the North and the South, and paid slight heed to the opposing armies —

except to persuade them to cease firing before there were any casualties!

In the summer of '74, life was temporarily disrupted by flood waters from the Rio Grande, but repairs were soon made and a sleepy atmosphere once more prevailed. In 1876, the first telegraph wire was strung, but only a few citizens gathered to see the first message sent. Albuquerqueans' needs and desires were of a simple nature. They had little interest in modern conveniences.

y un Nuevo Albuquerque

This somnolent state continued until 1880, when the Atlantic and Pacific Railroad (forerunner of the A.T.&S.F.) laid tracks into Albuquerque and constructed a depot about two miles east of the Old Plaza. A new Albuquerque emerged beside the station. As the new town grew, it eventually enveloped the plaza, and Old Town — as it had come to be known — became a part of the new Albuquerque.

The railroad brought — for the first time — a touch of the "wild west". Saloons and gambling halls sprang up, and for about a decade, the town was host to some of the frontier's gunfighters and desperadoes. However, it never achieved the lawlessness that was prevalent in its sister cities. By 1890, Albuquerque was a wool marketing center, on its way to becoming a metropolis.

The Duke City grew steadily, incorporating modern ideas into its Indian and Spanish heritage. It was recognized as a health center, attracting many consumptives from the east who regained their health and stayed on to found businesses, and to form some of the "Old Families" of new Albuquerque.

As a distribution center from the time of the Mexican War, Albuquerque has always made wise use of all forms of cargo transportation, but its Old Town citizens seldom traveled themselves. The new Albuquerquean not only shipped much — he traveled often. Through his travels he made his city known to outsiders, many of whom decided to move to Albuquerque. The population climbed steadily as the years passed.

Dies Anos de Rapida Progresa

But it was the coming of World War II, and the atomic age, that really precipitated Albuquerque's population boom. Kirtland Air Force Base, located just outside the city, was used during the second world war as a training base, and, from the post-war period until the present time, as the home of the Air Force Special Weapons Center and the Naval Special Weapons Facility. Meanwhile, with the establishment of the Los Alamos Scientific Laboratory, the atomic energy program got into full swing in New Mexico. Albuquerque was chosen as one of the project

centers, and Sandia Base was opened adjacent to Kirtland. Sandia was originally a branch of Los Alamos, but as the atomic energy program evolved, the functions of the two bases became more distinct, and Sandia Laboratory came into its own as an armed forces research and development center. On the base are located the Atomic Energy Commission Field Operations Office, the Field Atomic Energy Support Agency, and the Laboratory. The latter is operated by Sandia Corporation, a Western Electric Company subsidiary. Together, Kirtland and Sandia employ some 12,000 civilians.

Aside from the bases, the United States Government maintains about fifty-five other offices in Albuquerque, and it is said that the telephone directory lists 114 Federal units.

With the installation of the bases, so great was the influx of new citizens that the 1950 census showed a percentage increase in population of 173%; Albuquerque was recorded in history as the fastest growing city in the United States for the 1940 to '50 period.

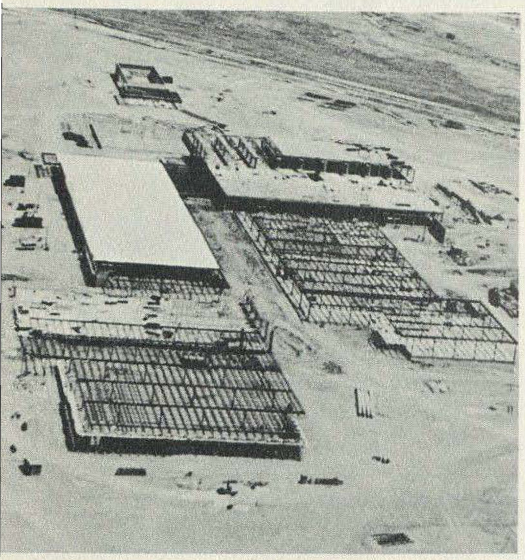
El Albuquerque de Hoy

However, although Federal activities have constituted an important industry, private enterprise also plays a prominent role in the economy. With the boom in population has come a comparable boom in private industry. There are over 350 firms manufacturing products of all kinds, from personal and household goods to commercial and construction materials. In addition to manufacturing; the fields of construction, transportation and communications, trade and finance, insurance and real estate, entertainment, and professional services also employ an impressive number of people. Albuquerque has well over 70,000 residents earning their livelihoods in these privately owned concerns. Added to this are those in the agricultural industry, and the proprietors, the firm members, the domestic workers who also play a significant role in Albuquerque's business climate.

Signs of a dynamic economy can be observed throughout the city. Multiple-storied office buildings are being constructed, existing businesses are expanding their facilities, and new businesses are opening. Throughout Albuquerque, new residential districts are in varying stages of completion, and ultramodern shopping centers are under construction. The Duke City has certainly forged ahead since the small plaza shops and the haciendas of 1706.

The city boasts three auditoriums — the Civic Auditorium, opened April 1957, with a seating capacity of 6500; Johnson Gymnasium, located on the University of New Mexico campus, with 8500 seats; and the State Fair Grounds Coliseum which will accommodate 14,000 spectators. Building of the Civic Auditorium received nationwide attention from architects

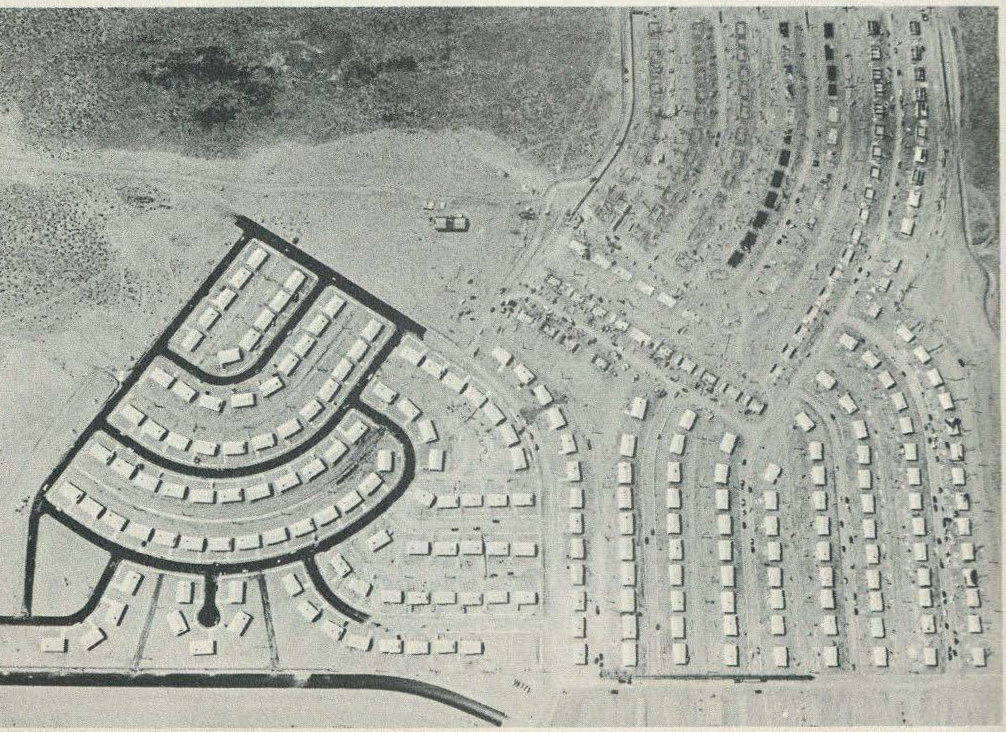
Signs of a Dynamic Economy

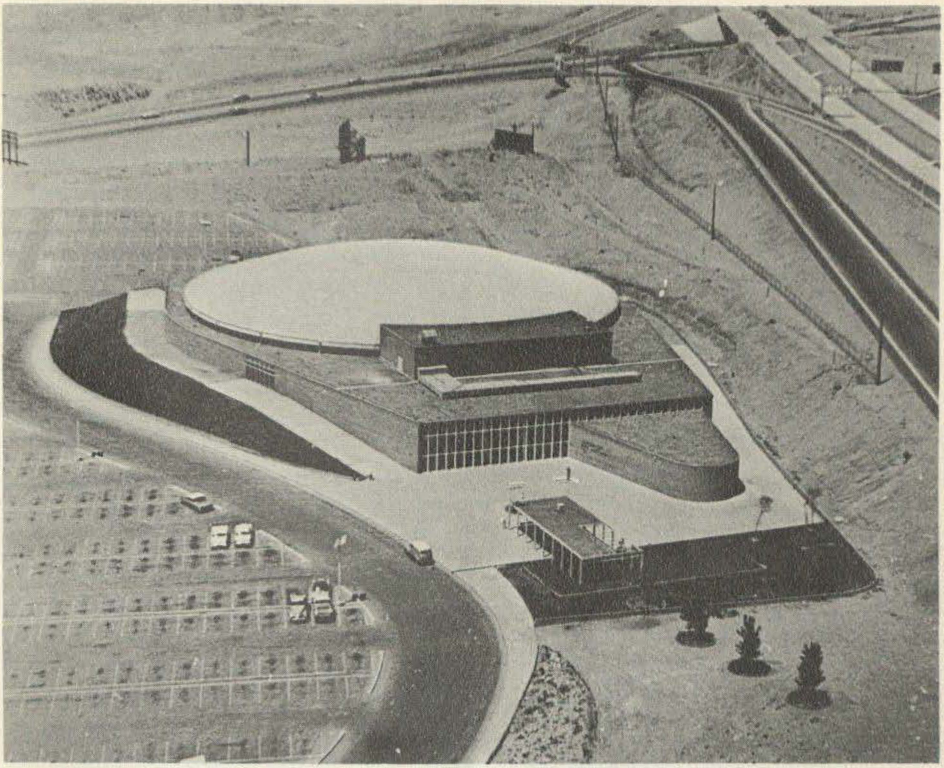


Aerial view of the $9.5 million Winrock Shopping Center in its first stages of construction. When the center is completed, there will be forty units available for shops, covering 530,000 square feet. Winrock is scheduled to open in March, 1961.

—Photographer Del Sanchez of the Albuquerque Journal.

Hoffman City, one of many residential districts under construction in Albuquerque. The master plan for Hoffman City calls for 12,000 homes to be constructed over a period of years. —Photo by Dick Kent.





The Civic Auditorium, first of the buildings to be constructed on the site of Albuquerque's planned Civic Center. The plans call for museums, libraries, and probably a new city hall. —Albuquerque Journal Staff Photo by Del Sanchez.

and engineers because of the unique method used to construct it. The auditorium was not erected — it was excavated. The roof was poured on the crest of a hill, and pillars were sunk deep into the earth. Then the hill was removed from under the roof, the pillars were exposed, and the walls were built around them.

Interestingly, Albuquerque had no auditoriums prior to 1957. But its growth as a convention center, and acceleration in community and cultural awareness, prompted construction of the buildings. Today, Albuquerque has adequate space for the business conferences of its visiting conventioners, as well as the cultural programs and sporting events of its citizens.

And community activities are numerous. The Albuquerque Civic Symphony Orchestra, the Community Concert Group, the University Concert Series, the Albuquerque Civic Chorus, and several other groups, offer a rounded music program each season. The Summerhouse, the Little Theater, the Rodey Theater, and the Old Vic Players, present dramatic entertainment throughout the year. There are a number of public and private art galleries. For outdoor entertainment or sports, there are

four golf courses, a year-round ice arena, auto racing, boxing and wrestling matches, and a city zoo, to name but a few. The State Fair, held each September, features rodeos and horse racing. Recreation in Albuquerque has kept pace in the giant stride.

The educational system, too, has grown from one small school on the east side of the Old Plaza, to a network of five high schools, twelve junior highs, and sixty elementary schools, with an enrollment of 54,000 students, and a staff of 2750. With the 1960-61 enrollment expected to hit 57,000, Albuquerque is preparing for its expanding roster of junior citizens. Another high school and two more junior highs will be ready for occupancy by fall, and an elementary school will be completed this winter.

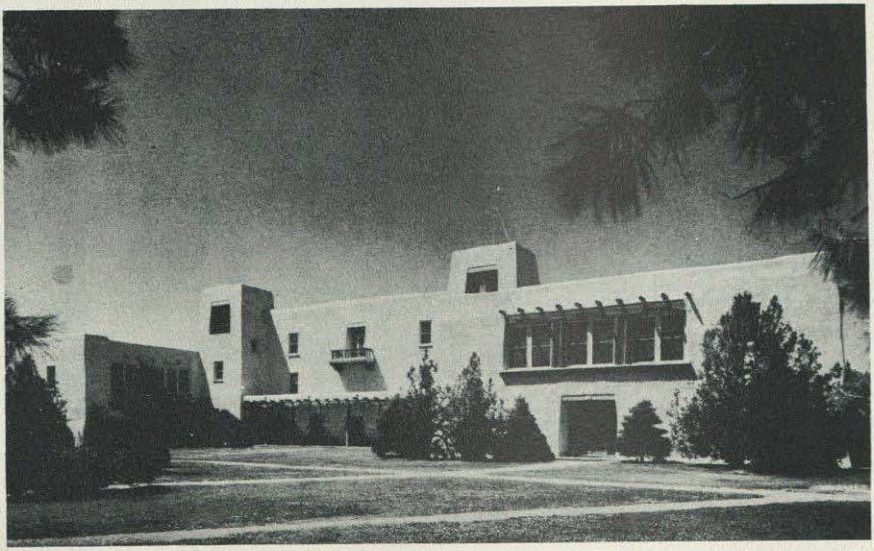
In the realm of higher education, the University of New Mexico is one of the finest in the country. Located on a 400-acre campus in the heart of the city, the university is known for its outstanding Engineering College, its world-renowned program in anthropology, and its School of Inter-American Affairs.

In addition to the public school system, there are seventeen parochial schools and a four-year liberal arts college — the College of St. Joseph.

As Albuquerque's better than 69,000 students complete their educations and assume their civic responsibilities, they will participate in a form of municipal government that is as modern as the city. From a Spanish-Colonial monarchy, ruled by the governor of the Kingdom of New Mexico, Albuquerque has matured into a democratic municipality,

(Continued on page 33)

Administration Building, the University of New Mexico. The architecture on the university campus reflects the days of the Pueblos. —Photo courtesy of Albuquerque Chamber of Commerce.



AROUND THE

APV . . . June 1st was a memorable day for us. The inauguration of Silver Dart service brought quite a crowd to the airport to usher in the jet age at Apple Valley.

—Reporter "Hi" Hiler.

BLH . . . A record smasher in June with 180 passengers.

CDC . . . Had a new high in passenger boardings too, 191 for June.

IPL . . . It's a baby boy for Agt. Fred Wehrli and his wife, Joyce, keeping IPL in the running in the baby parade.

—Reporter Jesse Law.

LAS/ACCTG . . . Vacations are the news this time. Rev. Acctg. Supvr. Gloria Crews "Hoosiered off" to Indiana, yours truly decided on New York, and the idea sounded so good to Cashier Betty Martin that she followed suit a week later. Pat Crotty chose Minneapolis for his trip. All hands are now back on the job, swapping vacation stories. Our recently retired five-year-pinner Nancy Bradley sent word that her family has increased by one little Charles Edward, and former Acctg. Clk. Janet Rebrovich has announced it was a girl for her.

—Reporter Mabel Bruni.

LAS/COMM . . . Secty. Bobbie Rose nee Eplan was the guest of honor at a recent bridal shower given by Secty. Sarah Selin.

LAS/MNTNCE . . . Ld. Mech. Tillie Halls flew to Indianapolis over the Memorial holiday for the 500 mile race. Reports it was the greatest. Bill Carey, our Fairchild Rep., who has been with us for over a year, tells some very interesting stories about his travels to Alaska, France, South America and many other places in connection with the F-27.

—Reporter Mary Slonaker.

LAS/PILOTS . . . We hear that Charlie Kingen has a commendable way of spending his spare time. It seems he gathers some thirty or so neighborhood children together for a ride on his horse. He takes them, riding double, for a trot around several blocks. Good work, Charlie. We need more of your kind.

LAX/ATO . . . Our congrats to Dick Neal who left LAX to join the T&S staff as DSM for the LAS area. Replacing him is Don Thomsen from National Airline School, MKC. Adios to John Nemitz who is returning east. Clarence Thomas has come down from RNO to take John's place. A real fine going-away party was given for the two departing LAX Agts.

—Reporter Ken Brown.

LAX/CTO . . . Sandra Klemicke has resigned to accept the position of full-time wife and mother-to-be. We honored Millie Miyabara's 21st birthday recently with a get-together at Malibu — no less. All agents had a wonderful time and discovered that the guest of honor has a talent for Hawaiian dancing.

—Reporter Betty Lindquist.

ONT/RES . . . For our first report to Around the B, we'd like to introduce our crew. Prior to joining BAL in March '59, Merle Wood was with TWA for two years. Veronica Kuntz trained at National School of Aeronautics in MKC and became a BALian in January of this year. Merle and Veronica were stationed in LAS previously. Our newest member is Frieda Cochran who attended a division of Central Technical Institute in LAX before coming to BAL in June. Your reporter has been with the company since June 1958, previously stationed at LAS. Here we are, and proud to be a part of Bonanza's latest expansion in customer service.

—Reporter Jean Keim.

PGA . . . The Sta. Mgr. Donald Housers are the proud parents of a baby boy. The new arrival's name is Mark, and he's a redhead like his mother.

—Reporter Joe Barros.

PHX/ATO . . . Welcome to new operations agent Les Fetters and his wife Carolyn. Les is a graduate of Weaver Airline School in MKC. And welcome back to Irvin McCray who rejoined us on July 3rd.

—Reporter A. Cottington.

PRC . . . The Fourth of July rodeo was the best ever. Those of you who couldn't make it missed a great show. As the home of the first rodeo, PRC goes all-out for this annual event.

—Reporter Bill Taylor.

PVU . . . Wishes the very best to former Sta. Mgr. (and Around the B reporter) John Puskarich, who is now with T&S as District Reservations Supvr. for LAS.

RAL . . . May was a record month — 680 enplaned, 624 deplaned! The airport manager states that general air traffic into RAL has jumped 50% over the May '59 record. Latest customer service is the installation of car rental agencies at the terminal.

—Reporter Jerry Butler.

RNO/ATO . . . Agt. Bill Grover has an interesting hobby. He teaches square dancing, has been an instructor for twelve years. He is now in the process of forming a new class which will include both children and adults.

—Reporter Red Hardison.

SLC/CTO . . . DSM Bill Schramm has kept us busy assembling the little buildings for our new window display. It was fun and well worth the effort.

—Reporter Lyn Marshall.

VLE . . . Passenger boardings for May and June have been record-breakers! 310 in May and 317 in June. Res. Agt. Nellie Hart is really hopping, as well as your reporter. We invite everyone to visit VLE and take in the sights.

—Reporter Buddy Hart.

YUM . . . News from YUM centers around the city's recent courtesy drive. Agts. Harold Sinn and Harold Peters were chosen to attend the University of Arizona Courtesy Training Program through the Yuma C. of C. Agt. Sinn received nomination in the Most Courteous Employee Contest of local businesses, sponsored by the Yuma Daily Sun. Congratulations, fellows. The airport has acquired a recent face-lifting in the new improvement program. The terminal now sports a curio shop, shoe shine parlor, new passenger gate and Red Cap service. Grandpa Hayden Bone vacationed in Florida.

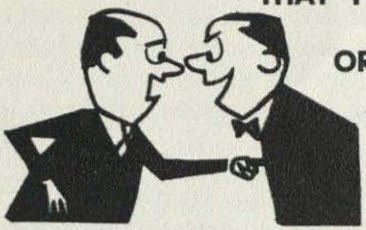
—Reporter Ernie Burks.

EDITOR'S POTPOURRI . . . Welcome to Helen Thayer, Public Relations Secty.; Judy Smith, Personnel Clk., and Jim Dyer, Personnel Rep.; Rolf Weilbach, Print Shop; Bryce Dunaway, Mntnce, and Billy Austin, Op. Agt., at LAS; and Gilbert Henderson at PHX; and to all new employees for June, July and August, we extend a very hearty "welcome aboard".

just remembered

dollars saved in my credit union earn Life Savings Insurance from CUNA MUTUAL

DID **YOU** KNOW??



THAT YOUR BEAUTIFUL BRIDE

OR HANDSOME GROOM

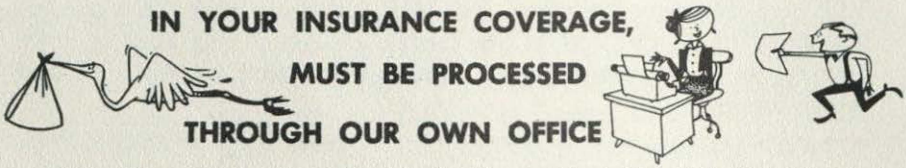
WILL BE AUTOMATICALLY

COVERED UNDER YOUR

GROUP INSURANCE IF

you report your marriage within thirty days after the ceremony to Bonanza, Vivian Wile. And when that first baby arrives, cover him automatically too, by reporting his birth before he starts his second month. In either case, if over thirty days have elapsed, a statement of health is necessary, and may delay acceptance of your loved ones.

THAT ALL CLAIMS OR CHANGES OF ANY KIND, IN YOUR INSURANCE COVERAGE, MUST BE PROCESSED THROUGH OUR OWN OFFICE



and should never be sent directly to Connecticut General, since the insurance company will not honor any claim or change until it has been cleared and recorded by Bonanza.

THAT YOU MAY BE ELIGIBLE FOR WEEKLY DISABILITY BENEFITS EVEN THOUGH THE MEDICAL EXPENSE IS UNDER $50.

All employees — except pilots and California employees (covered by UCD) — are eligible for weekly benefits, at a rate of $3.57 per day, from the first day of unemployment due to injury, or 8th day due to illness, until able to return to work. Even though the disability may be such that expenses do not meet the $50 deductible requirmeent, you may collect this disability benefit so long as you are under a doctor's care and unable to work. Naturally, this coverage is for non-occupational accidents such as car accidents, those occurring around the house, etc.

SPEND YOUR INSURANCE DOLLAR WISELY—

KNOW THE PROCEDURES AND THE BENEFITS OF

YOUR BONANZA GROUP INSURANCE PROGRAM.

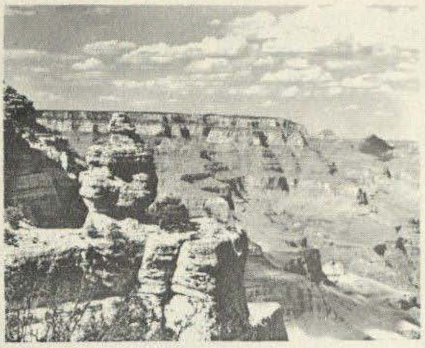
JET-POWERED SILVER DART

fast • pressurized • quiet
radar • hi-wing / full view

NOW! *The only jet-prop service to*

ONTARIO - LOS ANGELES

Bonanza Air Lines



☆ TOKENS OF THE GREAT SOUTHWEST ☆

The Magnificent Chasm

Introduction: Any tale of the great Southwest would be incomplete without a story about the Magnificent Chasm. As one of the natural wonders of the world, Grand Canyon draws visitors from every corner of the globe. The area was made a National Park in 1919, and is composed of two sections — the North Rim and the South Rim. Each section has its own headquarters and resort area.

Until just a little over a year ago, the Grand Canyon was accessible by air only as far as Flagstaff, Arizona, some ninety miles away. Then with the opening of the canyon's first air entrance, and the inauguration of Bonanza service to Grand Canyon in May 1959, visitors were able to fly to Valle Airport where limousine service was provided directly to the South Rim.

The air excursions, offering a round trip flight daily, have become so popular that Bonanza has arranged four different vacation tours, with a choice of five options, for Grand Canyon excursionists. The tours are participated in by fifty domestic and international airlines, the Del Webb Hiway House in Phoenix, the El Tovar and the Bright Angel Lodge at the canyon, and the Fred Harvey Rim Drives. This spring, hundreds of vacationers have taken advantage of Bonanza's Grand Canyon Variety Vacations.

* * *

And the River Flowed and Formed a Giant Cleft

The Grand Canyon was formed by the ceaseless cutting of the Colorado River, as it flowed through the semi-arid land of a high plateau. With the passing of millions of years, the river sediment turned to rock, and the movements of the earth's crust pushed them into high mountains. Within the inner gorge, dark Archean granites formed the oldest rock system in the world, believed by some geologists to be the original rock

Rim Drives under the Fred Harvey direction

crust of the earth.

Compared to the age of rocks, man's arrival in the canyon was very recent, though Pueblo ruins indicate that he was living in the region about 1200 A.D.

While the Conquistadores were exploring the Southwest in 1540, a group of them, led by Lopez de Cardenas, discovered the canyon, but it was not until 1869 that a full expedition of the canyon was attempted. Major John W. Powell, with ten men, made a trip through the depths of the gorge, starting from Green River City, Wyoming, with four small rowboats. After three months of danger-ridden trips over many turbulent rapids of the Colorado, Powell emerged safely from the lower end of the canyon. A year later, under the auspices of the Smithsonian Institute, Powell again explored the canyon, staying several years this time, to make geologic, geographic, and ethnologic studies. Through his efforts, the first map of the region was prepared.

The magnificent chasm is 217 miles long, varies from four to eighteen miles in width, and is 5700 feet deep at its lowest point. The pines of the Kaibab National Forest conceal the canyon until its very rim is reached. Then, suddenly, spread for seemingly endless miles, is an ocean of color, constantly changing in an eternal pageant as the shifting light reveals a different spectacle each hour of the day. The strata lie in bands of contrasting hues — greenish shales, blue and creamy limestones shot

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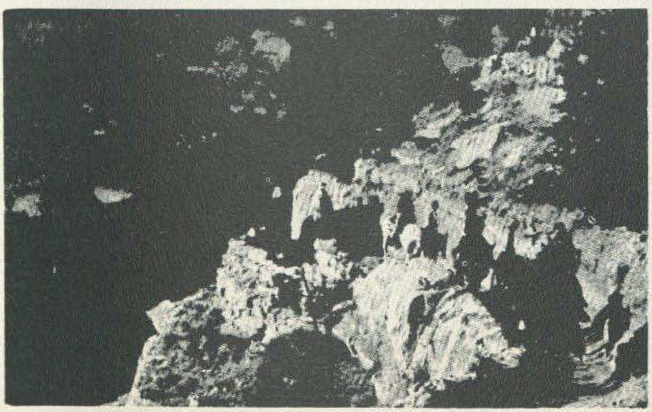


Mule train returning from a thrilling day to the bottom of the canyon

Why not

ALWAYS
fly in Bonanza's Silver Dart!

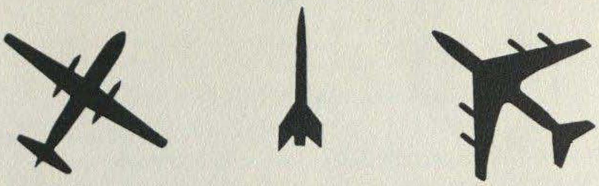
This swift new jetprop carries you in luxurious comfort to your destination, with Rolls-Royce engines generating 4200 horsepower

Manufactured by Fairchild Corporation, the Silver Dart is equipped with Bendix Magic Eye Radar.

Take-offs are fast and comfortable. You are quickly cruising at 300 miles an hour — enjoying an unobstructed view of the scenery through the panoramic windows, while you relax in the air-conditioned, pressurized cabin.

96% OF BONANZA'S PASSENGERS ARE FLOWN IN THE SILVER DART

A flight in the Silver Dart is a flight in the jet age.



INDUSTRY NEWS IN BRIEF

Compiled by Jim Jenks

DECISIONS QUESTIONS AND OBJECTIONS

The House Ways and Means Committee has accepted the Administration's appeal to continue passenger transportation taxes as is. Airlines had hoped Congress would drop the 10% tax levy to 5%. . . .

Examiner Edward T. Stodola has issued his initial decision in the Southern Transcontinental Service Case. One of the largest cases ever before the Board in terms of miles, the case area stretches across ten states from Miami to San Francisco. The only service for years across this route has been a through plane service with interchange agreements between east and west carriers. Stodola found a need for one carrier service and recommended two new transcontinental routes to Delta and National, and the elimination of the air interchanges. The case now goes before the Civil Aeronautics Board for final judgement.

The new recommended segments in brief: American — Los Angeles/Long Beach to San Francisco; Braniff — Fort Worth to Miami via intermediates; Continental — Houston to San Antonio, El Paso, San Diego, Los Angeles/Long Beach; Delta—Forth Worth to Lubbock, Albuquerque, and beyond Albuquerque to Tucson, Phoenix, San Diego, Los Angeles/Long Beach, and beyond Albuquerque to Las Vegas, San Francisco/Oakland; Eastern — Atlanta to San Antonio via intermediates; National — Houston to San Antonio, El Paso, Tucson, Phoenix, San Diego, Los Angeles/Long Beach, and Houston to Dallas, Fort Worth, Lubbock, Albuquerque, Las Vegas, San Francisco/Oakland. Stodola recommends National be restricted in carrying local passengers, and gives Delta a long-haul restriction between San Francisco-Las Vegas due to the competitive impact on existing services.

In general, other restrictions recommended by the Examiner are: to get the new carriers to concentrate on the long-haul, non-stop markets, and to confine new authority within the case area. The Board has stated that no new air transportation would be authorized in four markets: San Diego-Las Vegas, Las Vegas-Phoenix, Phoenix-Albuquerque, Phoenix-Tucson. The Examiner asked that two Texas markets be added to this group. Finally, Stodola asked the Board to give consideration to applications in other cases now in process; he specifically named the Pacific

Southwest Service Case.

SCIENCE SERVICES AND EXPANSION

West Coast has started its recently awarded non-stop international service between Spokane and Calgary. . . . Mohawk is now serving new stations, Cleveland, Ohio, and Jamestown and Olean, New York. . . .

A recap on local carriers' equipment programs — Lake Central will purchase five Convair 340s from United for conversion to turboprop late this year. . . . North Central plans a Convair fleet with turboprop conversion in the near future. . . . Allegheny is replacing its DC-3 fleet with Martins, Convair 440s, and five Convair 540s. . . .

Delta has inaugurated service with the Convair 880 between New York and Atlanta, Houston, New Orleans. . . . Western has started Boeing 707 service on its coastal routes. . . . Atlantic Ocean air travelers will have a choice of 500 jet crossings weekly this summer, plus about 60 flights weekly with piston-engine aircraft.

The Universal Air Travel Card now does more than buy air space. Latest figures include 430 hotels, 425 motels, 35 car rental agencies, and 260 restaurants which will accept the card for credit. . . .

RECORDS TRENDS AND PREDICTIONS

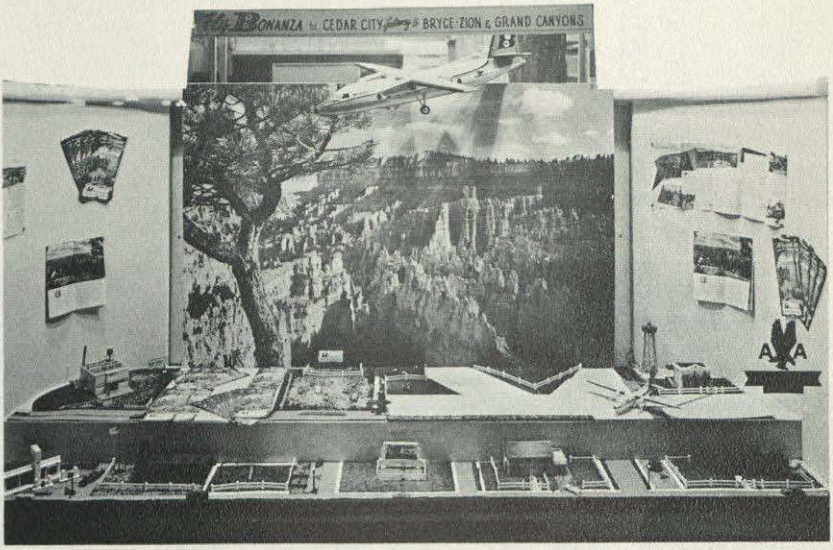
The trend with the jet age is to transfer small or short-haul markets from the trunk to the local service carrier. So was the case when the CAB authorized the suspension of American's service at Springfield and Peoria, Illinois. Ozark, now the sole carrier, was authorized to give non-stop service from both cities to either St. Louis or Chicago, and one-stop service St. Louis to Chicago. . . . Continental is operating about 60% of their daily total available seat miles with pure jet equipment — highest in the industry to date. . . . United plans to have their Caravelles in service in August 1961, operating them in an all-first-class configuration. . . . A Trans World-Northeast merger is very possible. Northeast's Board of Directors has approved and TWA's should act soon. The big obstacle will be CAB and Security Exchange Commission approval plus opposition from competitors Eastern and National. . . .

The annual payroll of domestic and international scheduled U. S. carriers broke the billion-dollar mark in 1959, up $143 million over 1958, with the number of employees going from 150,440 to 165,632 — both new highs. . . .

APPOINTMENTS ELECTIONS AND AWARDS

Frontier has appointed G. Ray Woody and Hoadley Dean to its Board of Directors, bringing total board membership to seven. . . . Robert C. Lester is being appointed as Secretary of the CAB. James N. Juliana will continue as Executive Director under Chairman Gillilland, and Frank H. McAdams will stay as Gillilland's Administrative Assistant.

Two year exemption authority has been awarded Northeast, Eastern, National, Capital, Delta, Northwest, and Trans World to operate between Miami and Fort Lauderdale!! . . .



BONANZA'S WINDOW DISPLAY IN THE SALT LAKE CITY TICKET OFFICE . . . The display was designed by District Sales Manager Bill Schramm, who, with the help of SLC/CTO Reservations Agents Mary Kramer and Lyn Marshall, assembled the little buildings which are complete in detail — right down to the doorknobs. The Silver Dart overhead was built by LAS Lead Mechanic Tillman "Tillie" Halls. An exact replica, the model has retracting landing gears, and the props are turned by miniature engines. The display is a fine example of ingenuity and craftsmanship on the part of everyone who assisted in the project.

** BONANZA BULLETINS **

NEW PASSENGER BOARDING RECORDS for June: Valle Airport at Grand Canyon, Arizona; Blythe, California; Riverside, California; and Cedar City, Utah.

***

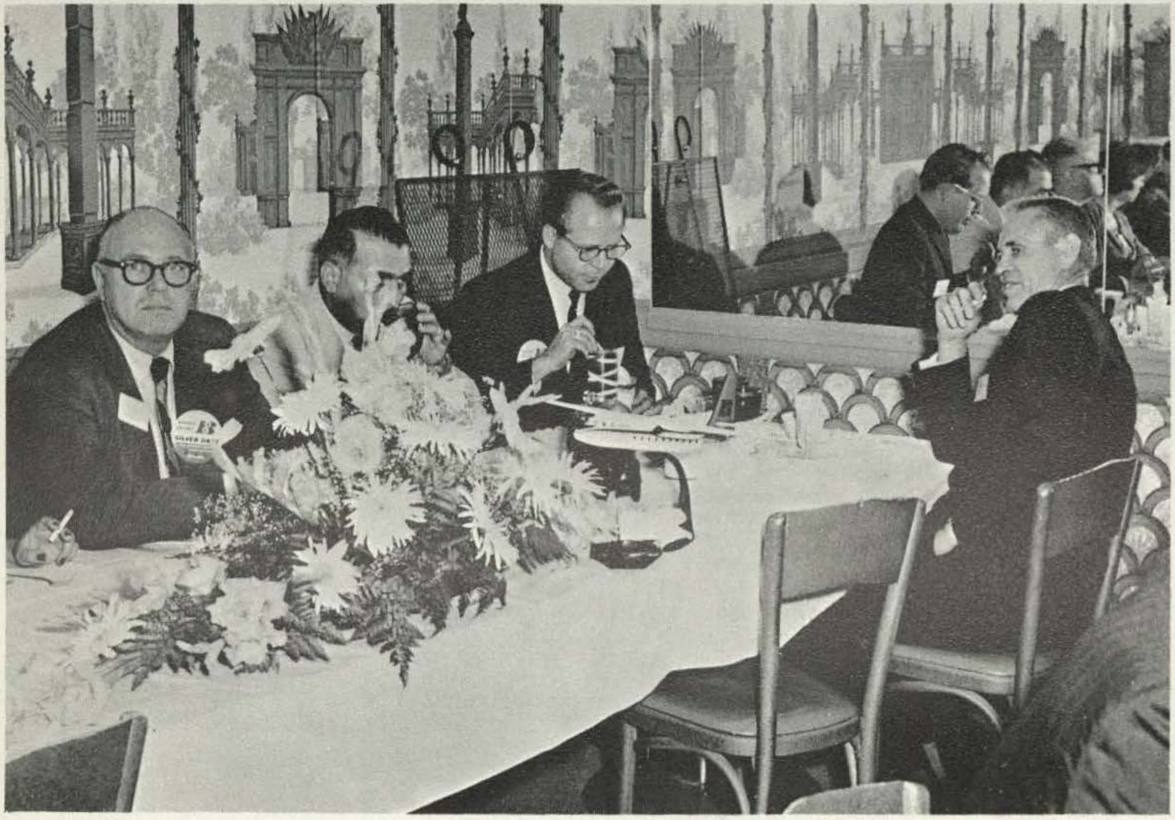
THE FIRST 1960 SESSION of Bonanza's annual station managers' training program has been completed. Divided into three two-day seminars, the session was a refresher course. In addition to the regularly scheduled items on the agenda, orientations were presented by speakers from Dispatch, Revenue Accounting, Traffic, Sales, and Personnel. The second session will be held in August.

***

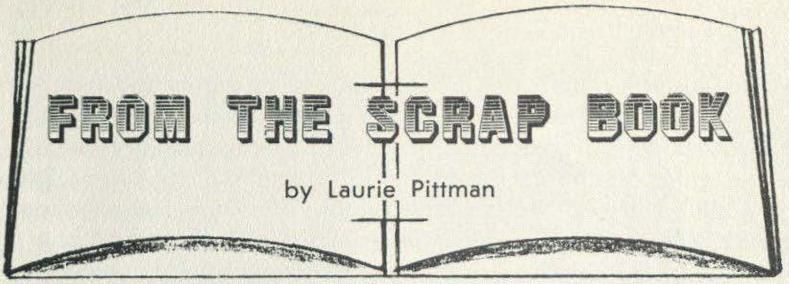
LAS VEGAS VISITS ALBUQUERQUE

On June 22nd, Las Vegas, Nevada, civic and business leaders lunched with Albuquerque, New Mexico, officials as a part of a good will exchange designed to foster the mutual interests of the two cities. Las Vegas representatives made the good will flight in Bonanza's Silver Dart. Since the Fairchild F-27A aircraft is new to Albuquerque, the program for the tour included acquainting that city's leaders with the jet-prop plane, and with Bonanza's route proposals for Albuquerque and Las Vegas.

New Mexico Governor John Burroughs (right) chats with Bonanza President Edmund Converse during the tour of the Silver Dart which was part of the Albuquerque-Las Vegas good will exchange program. —Photo, News Department KGGM-TV.



Las Vegas-Albuquerque Good Will Luncheon . . . From left, Edmund Converse, Pres., Bonanza Air Lines; the Honorable Maurice Sanchez, Mayor of Albuquerque; Dr. Robert Robinson, Pres., Las Vegas Chamber of Commerce; and the Honorable Oran Gragson, Mayor of Las Vegas, at the luncheon held in Albuquerque for civic and business leaders of the two cities.



ONE YEAR AGO

Bonanza Air Lines placed orders for an additional four Fairchild F-27A's for delivery in 1960, becoming the first U. S. local service airline to re-order the speedy propjet transport. A joint announcement of the new order by Edmund Converse, president of Bonanza, and J. H. Carmichael, president of Fairchild, disclosed that Bonanza eventually will replace its entire present fleet of DC-3's with F-27's. Converse disclosed that the F-27's had generated 67 percent more traffic than the DC-3's they had replaced on specific flights. In announcing the order he said that, "The results of our operation of the aircraft have been sufficiently productive in every respect to enable Bonanza's board of directors to determine that the company should press forward as rapidly as possible for a complete conversion of its fleet of F-27 equipment."

Formal opening of Bonanza Air Lines' new reservations and ticketing facility for the Los Angeles area at 9365 Wilshire Boulevard, Beverly Hills on "Airline Row" was announced. According to traffic officials of the airline, the opening of a city ticket office will relieve congestion at International Airport and also provide faster service to Bonanza passengers.

FIVE YEARS AGO

Squadron 50, Explorer Scouts, comprising youths from the Las Vegas area, and sponsored by Bonanza Air Lines, were taken on an hour's flight aboard a Bonanza airliner which took them over a three-state area. Assistant advisor for the squadron and pilot on the flight was Paul Beach.

The appointment of William J. Mitchell to the position of vice president—traffic and sales was announced by Edmund Converse, president of Bonanza Air Lines. Mitchell has been associated with commercial aviation for 14 years. While with his former employer his responsibilities covered both the operation phases and the sales functions of local service airline activities.

TEN YEARS AGO

E. C. Converse, president of Bonanza Air Lines, Inc. announced another record-breaking month in all phases of passenger and mail operations when Bonanza planes carried close to 2,000 passengers, more than

5,000 pounds of air mail, over 2,500 pounds of air express and over 10,000 pounds of air freight during the month of August, 1950.

Bonanza Air Lines pioneered the use of a revolutionary new obstruction and guide beacon developed by the Light Products Co. of Beverly Hills, Calif. Complete units weighed only 120 pounds and were entirely operated by power-pack batteries, in contrast with the established type beacons which required power cables to be strung into the mountains to keep the lights supplied with electricity. The new units were transported to the site of their use on the backs of burros. Formerly the night flights of Bonanza between Reno and Las Vegas were forced to swing out toward Goodsprings to maintain a radio beam, but with three of the new devices in operation, the flights left the runways of the Reno airport on a direct line course with McCarran field at Las Vegas, chopping off approximately 12 air miles on the Reno-Las Vegas segment.

ACTION PLAN FOR HIGHWAY SAFETY

President Edmund Converse has announced Bonanza Air Lines, Inc. total support and cooperation with Arizona's Governor Paul J. Fannin's Traffic Safety Coordinating Council and the newly formed Arizona Traffic Safety Foundation for an Action Plan in accident prevention on our highways.

Mr. William Randolph Hearst, Jr., Chairman, The President's Committee for Traffic Safety, keynote speaker at a Traffic Safety Seminar recently held in Phoenix, Arizona, urged for a national Action Program which would include "Public Information" to motivate public support and participation through organized citizen safety organizations. Mr. Hearst ended his vital speech by saying — "All I can be really positive about is that there's no easy road to traffic safety, no panacea that will solve all of the country's safety problems. Traffic safety is unremitting hard work, and there is an inescapable treadmill effect to it; you have to exert some effort just to stay in the same place. But it can be the most rewarding kind of activity, too, because traffic safety is — in every sense — a life and death matter."

President Converse urges all employees to become interested in highway safety through education by attending citizen safety organization meetings.

Pueblo women, performed in the fall as a petition to the gods to bring moisture to wet the ground and assure the growth of crops in the spring.

Ghost Dance, of the Sioux — Portrays the attempts of the medicine men to bring the dead warriors back from their graves. The medicine men fail after several attempts, and the ghost dancers, dressed as skeletons, are called in to assist. After considerable effort, the spirits of the dead come forth from the earth.

And of course, the Snake Dance — The Hopi believe that all people are related to the creatures that reside under the earth. Thus in their Snake Dance they honor the snake — or Little Brother. After the ritual, the snakes are released to return to the underworld and inform the gods of the fine treatment they received, thereby assuring th tribe that the gods will reward them with bountiful rains.

This is the story of the Smoki, and with its telling we have presented three of our tokens — Yavapai, Prescott, and the Smoki — all symbolizing victory in the struggle to survive, in the effort to progress, and in the desire to perpetuate those things which have contributed to the greatness of the Southwest.

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governed by a city manager and a board of five elected commissioners. The commissioners elect a chairman who acts as mayor pro tempore. The city manager receives a salary, but the city commissioners perform their duties gratuitously. Chairman is Maurice Sanchez, a practicing attorney, who is serving his seventh year as commission chairman. As his city's representative, Chairman Sanchez exemplifies Albuquerque's enthusiastic civic pride, a quality that has contributed greatly toward the city's rapid progress, and its subsequent nomination as one of the ten All-American Cities.

Choose a field of endeavor — industry, education, government. Whatever the field, in Albuquerque it is vibrant, active, and justifiably proud of its advancement. But in its stride forward, Albuquerque has not forgotten its heritage. The Old Plaza has been restored in all its leisurely charm, inviting busy cosmopolitans to pause and momentarily relive the tranquil days of the villa.

Many delightful old Spanish customs have been handed down through the generations, and have become interwoven with the culture of modern Albuquerque. One of the most beautiful of these is the custom of the little lights of the Christmas season. Although the exact origin is not known, the custom apparently developed in New Mexico, for it is unheard of in Spain or Mexico. When the Americanos first saw the little lights in the yards of the old Spanish families, they were so impressed that they also adopted the custom. Each year during the holy season, large areas of the city glow from the light of hundreds of luminarios.

The little lights. . . . Some of the first luminarios were made of small piles of pine wood. The modern adaptation is made by pouring desert sand into paper bags and placing a vigil candle in each bag of sand. The lights are set around the yards and on the roofs of homes to light the way for the Christ Child. —Photo by Harvey Caplin.

Downtown Albuquerque.

Photo through the courtesy of the Public Service Company of New Mexico, and the Bank Realty Company

This, then, is Albuquerque, a modern metropolis in an ancient valley — a valley where the Indians at Santo Domingo Pueblo still live much as they did six hundred years ago, and Coronado Monument speaks silently of the Conquistadores. Albuquerque — tomorrow entwined with yesterday — so respectful of its past that twelve days were set aside to honor the 250th anniversary of its founding. The Enchantorama, as the celebration was called, started each morning and lasted into the evening. On nine of the twelve evenings, a pageant of the city's history was presented by a cast of hundreds of Albuquerqueans. Among the highlights of the festival was the coronation of Albuquerque's La Reina y La Princesa by the present Duke of Albuquerque, Beltron Osorio y Diez de Rivera, who journeyed from Madrid for the celebration. During his stay, the Duke endowed the city with a tapestry bearing the heraldic arms of his family. The tapestry now graces a wall in the lobby of the Civic Auditorium. On the same wall hangs the American Municipal Association/Look Magazine award that Albuquerque received as an All-American city. Thus, is symbolized a city rich in historical background, dynamically progressing into the future.

The Magnificent Chasm

with red, sandstones of white, cream and buff, and every imaginable shade of red from brick to brown. Still in the process of change, the rock mountains of the Grand Canyon have been weathered into castellated pyramids and mounds, temples, towers and spires, bizarre figures so gigantic in their proportions that the onlooker is left breathless.

We are inclined to give man the leading role in our histories, allowing Nature only a supporting part. But in the history of the magnificent chasm of the great Southwest, Nature is the star, for she is the one who built this city. She took infinitely longer than man but her structures are intricately more beautiful. As she continues to build through the ages, man comes often to view her artistry, and as he stands upon the rim of the Grand Canyon, he can not help but "muse on Nature with a poet's eye".*

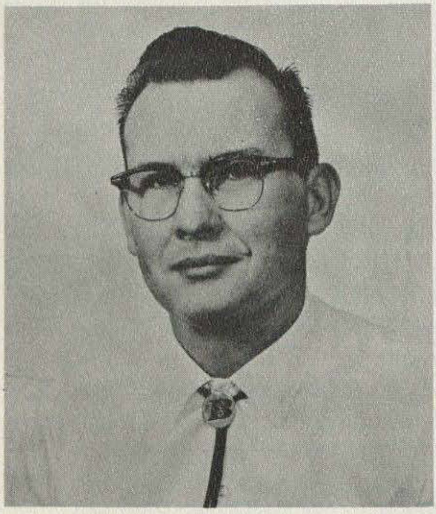
*Thomas Campbell — 1777-1844.

GO BONANZA IN A
JET-PROP SILVER DART

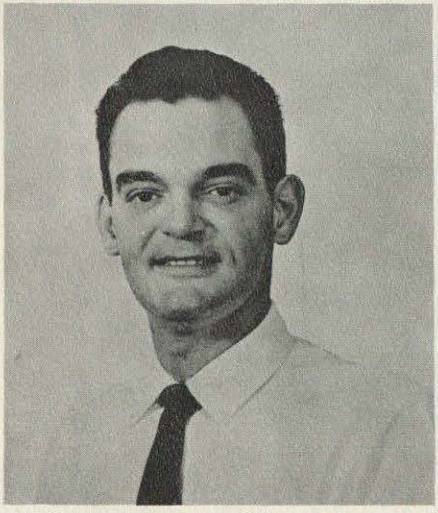
BONANZA APPOINTEES

Vice President — Traffic and Sales, William J. Mitchell, has announced appointments to two positions in the department.

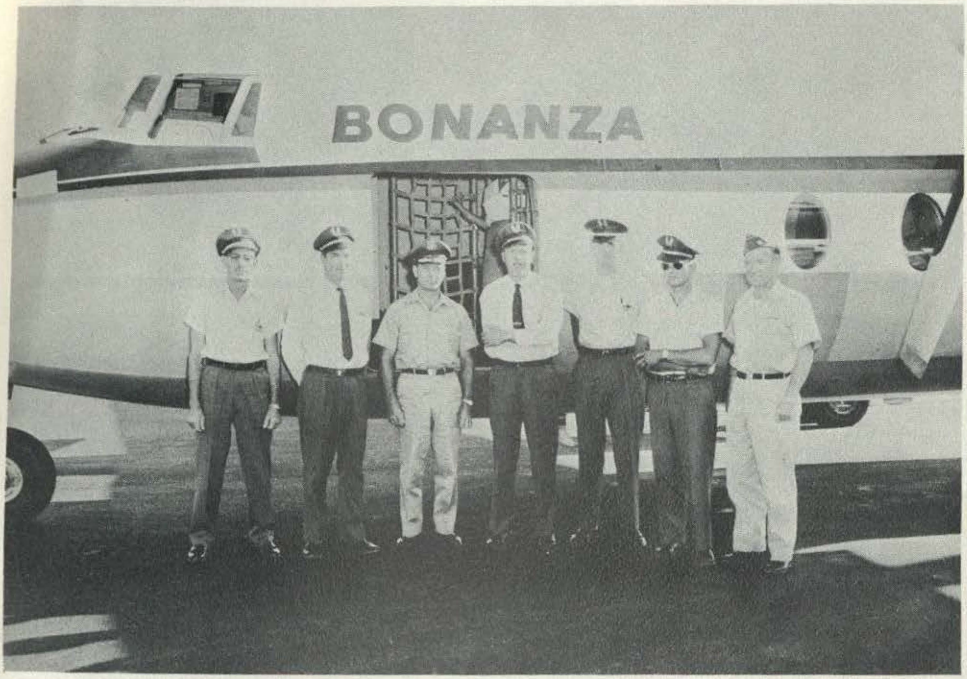
Richard L. Neal, new District Sales Manager for the Company, will be based in the executive offices at Las Vegas, and will be responsible to General Sales Manager, Larry Decker, for coordination of sales activities covering Kingman, Arizona, and Apple Valley, California, as well as Las Vegas, Nevada, and surrounding communities. Formerly stationed in Los Angeles, Neal has been with Bonanza Air Lines since early 1959.



John J. Puskarich has been appointed to the new position of District Reservations Supervisor for Las Vegas. He will be responsible to System Reservations Manager, George J. Schleifer, for supervision of reservations, the reservations control office, and the Las Vegas city ticket office. Prior to joining Bonanza in 1957, Puskarich was with an eastern airline for over six years.



C. J. (Jim) Dyer has been appointed Personnel Representative, it was announced by Richard A. Rogers, Director of Industrial Relations. Dyer will assist Mr. Rogers with the various duties of the Personnel Department, which include the interview of job applicants and new employees. Dyer attended the University of Chicago. He gained his personnel and industrial background at Douglas Aircraft Corporation, with whom he was associated before coming to Bonanza. Prior to his employment at Douglas, he was with Ford Motor Company.



Bonanza flight and station crews pose with George AFB officials who toured the Silver Dart on its inaugural flight into Apple Valley. From left: Bonanza Station Agent D. L. Hiler and Flight Captain Jack Shira, George AFB Brig. General Avelin P. Tacon, Bonanza Flight Officer C. W. Reese, and Agents Vern Roenfeldt and Maurice Bratcher, George AFB Lt. Col. Frank McCarthy. —Photo courtesy of Desert Valley News-Herald.

The Gold
For Five Years Service

IN JULY

George Gragg — Stations
Sarah Selin — Administration

IN AUGUST

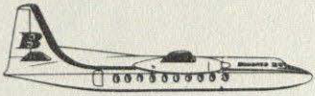
Paul Heglie — Maintenance
Wm. J. Mitchell — Traffic and Sales

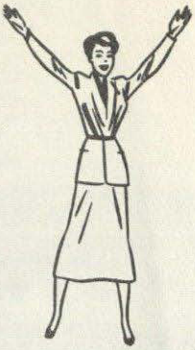
The Ruby
For Ten Years Service

IN JULY

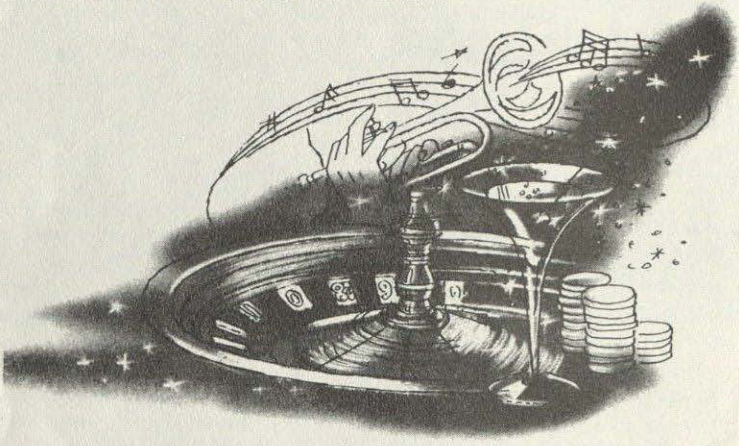
Jack O'Dell — Communications

DO WE HAVE ***Vacation Tours*** !!





THERE ARE BONANZA'S LAS VEGAS PACKAGE VACATIONS
TWELVE TO CHOOSE FROM



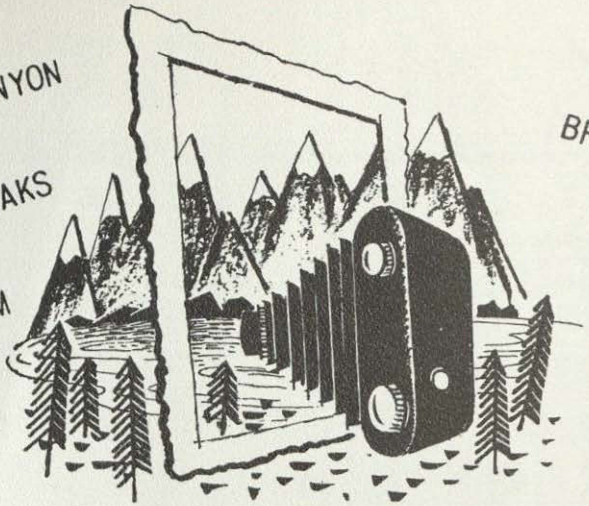
BONANZA'S PALM SPRINGS VARIETY VACATIONS
YOUR CHOICE OF FOUR OF PALM SPRINGS' FINEST HOTELS

GRAND CANYON

CEDAR BREAKS

HOOVER DAM

SALT LAKE



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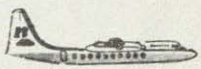
on your



Bonanza Air Lines

VARIETY VACATION

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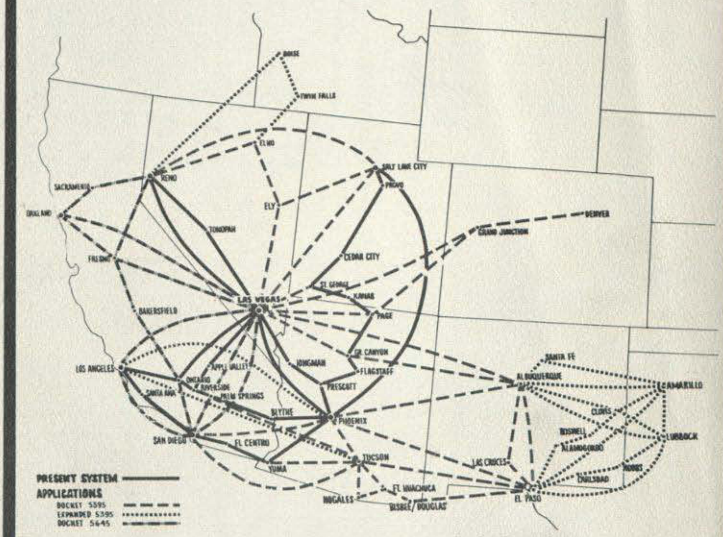
Or Write:

TOUR DEPARTMENT *BONANZA AIR LINES, INC.*
P. O. BOX 391 *LAS VEGAS, NEVADA*

Bonanza Air Lines offers Silver Dart Service to the Golden West



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